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THE INTERNATIONAL ENTERPRISE


A SELECTED BIBLIOGRAPHY TO MAY 1972

[General publications]
[6-8]

OTTAWA
May, 1972.

Prepared by the
Foreign Investment Division,
Office of Economics,
Department of Industry, Trade and Commerce.

Canada



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THE INTERNATIONAL ENTERPRISE
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INTRODUCTION

This working paper is the fourth in a series of bibliographies about the international enterprise. The first two were dated August 1969 and March 1971. The third, which this one updates and supersedes, was "The International Enterprise - A Selected Bibliography To October 1971", for which Addendum No. 1 (1972) was issued in March 1972. The current version incorporates most of the material from the version of October 1971, together with new material examined up to the middle of May 1972.

The bibliographies of the Foreign Investment Division are built up on a day by day basis, as the literature is covered in the normal course of work. They make no claim to be either exhaustive or definitive. As the by-products of covering a subject field for practical purposes, they have been found useful by many outside the Division. New versions and amendments are issued whenever enough new material has accumulated to make it worthwhile. The work is done in close co-operation with the Library.

The literature on the international enterprise is considerable, and has been growing rapidly in recent years. This working paper reflects an interest in the international enterprise as a phenomenon which affects or might affect Canada. Consequently, several extensive sections of the literature are not covered, or are referred to briefly. The word "selected" is included in the title to indicate that the bibliography does not claim to be comprehensive on a world-wide scale.

The Foreign Investment Division maintains two other bibliographies within its field of interest. One of them is "Foreign Direct Investment In Canada - Selected Bibliography to March 1972". The other is "Canadian

Investment Abroad - Selected Bibliography, 1956 To 1968", which was issued in June 1969. It was supplemented by Addendum No. 1 (1970) in March 1970 and by Addendum No. 2 (1972) in March 1972.

Some material is common to this bibliography and to one or both of the other two. For instance, a book may be listed here and also under foreign direct investment in Canada, if the contents make this appropriate.

HOW THE LISTS ARE ARRANGED

General

The contents of this bibliography are presented in three sections:-

- A. Books and documents.
- B. Articles
- C. Speeches and statements by Canadian government officials.

Books and documents

Books and documents are entered in alphabetical order. The surname of the author is the preferred indicator. This is followed by given names or initials. After the author's name comes the title of the book, the place of publication, the name of the publisher, and the number of pages in the book.

An example of a standard reference to a book is:-

Neufeld, E.P. A Global Corporation, a History of the International Development of Massey Ferguson Limited. Toronto, University of Toronto Press, 1969. 464 p.

This is a book by E.P. Neufeld called "A Global Corporation, a History of the International Development of Massey Ferguson Limited", published in Toronto by the University of Toronto Press in 1969. It contains 464 pages.

When there are several authors, the indicator for the main entry is the surname of the author who is listed first in the book. The names of the other authors also appear in the citation. A separate entry is made for each of the other authors, with a cross-reference to the main citation.

An example of this is the entry:-

Marshall, Herbert, and Frank A. Southard and Kenneth W. Taylor. Canadian-American Industry; A Study in International Investment. Toronto, Ryerson Press, 1936. 306 p.

The first name given in the book is Herbert Marshall, and the main listing therefore appears under his name. The other authors are cross-referenced back to the main entry, as in the following example:-

Taylor, Kenneth W. See Marshall, Herbert, and Kenneth W.
Taylor and Frank A. Southard.

A similar entry appears under Southard's name.

In the case of a book which is published under the name of an editor, the editor's name is used as the indicator. The main entry usually lists each chapter with its author's name. In such a case, each chapter also appears as a separate entry under its author's name, with a cross-reference to the book.

An example of a symposium published under the name of the editors is:-

Litvak, Isaiah A. and Christopher J. Maule. Editors.
Foreign Investment: The Experience of Host Countries.
New York, Praeger, 1970. 406 p.

This is a reference to the book "Foreign Investment: The Experience of Host Countries", which was edited by Isaiah A. Litvak and Christopher J. Maule, and published in New York by Praeger in 1970. It has 406 pages.

Under the citation given above appears a list of the chapters in the book, such as "Chapter 5 - Foreign Investment in France by Gilles Y. Bertin". Elsewhere among the books and documents appears a cross-reference to this chapter, thus:-

Bertin, Gilles Y. Foreign Investment in France.(In Foreign Investment: The Experience of Host Countries, Edited by Isaiah A. Litvak and Christopher J. Maule. New York, Praeger, 1969. pages 105-121).

In some cases the indicator for use in alphabetical listing is not the name of a person, but the name of a government department, a research institute, an association, a journal, or some similar institution.



When an entry is listed under an institution the author's name may be mentioned in the body of the entry if it is given in the document. An example is "Atlantic Institute. Capital markets in Atlantic Economic Relationships, by Sidney E. Rolfe."

In the case of a government publication, the indicator for alphabetical purposes is the name of the country. This is followed by the name of the department responsible for the publication. When publications are listed for more than one department of a government, they are arranged in the alphabetical order of the departments.

Speeches and statements by people other than Canadian government officials are usually included in the section on books and documents. The main indicator is the name of the speaker. The entry includes the title of the speech, the place at which it was delivered and the nature of the audience.

Unpublished material destined to become an article is included under books and documents until a reference to the published form is available. For example, an address to a learned society would be listed as an unpublished document until such time as this reference was superseded by one to a published article.

Theses are included in the section on books and documents, whether they are published or unpublished.

When consecutive entries are listed under the same indicator, a dash replaces the name of the author, editor, or institution in the second and subsequent entries.

Articles

Articles are listed by date of publication. The entry consists of the author's name, the title of the article, the name of the publication,

the volume number, the page reference and the date.

The volume number is usually in Arabic numerals, whether the publication used Arabic or Roman numerals for this purpose. The number of the issue is generally omitted. It is included only if it is needed to enable the reader to trace the publication to its source, or if there is no volume number.

An example of a standard entry for an article is:-

Litvak, I.A. and C.J. Maule. The Multinational Corporation:
Some Perspectives. Canadian Public Administration 13:129-39,
Summer '70.

This means that I.A. Litvak and C.J. Maule wrote an article called "The Multinational Corporation: Some Perspectives", which was published in Canadian Public Administration, Volume 13, in the summer of 1970. It appeared on pages 129 to 139.

Another example is:-

Tannenbaum, Frank. The Survival of the Fittest. Columbia
Journal of World Business 3:13-20 Mar. - Apr. '68.

This article appeared in the Columbia Journal of World Business, Volume III at pages 13 to 20 in the March-April issue of 1968.

Speeches and statements by Canadian government officials

Speeches and statements by Canadian government officials are listed by date. Each entry gives the name of the speaker, his official capacity, a discussion of the subject covered, and the date and place of the speech or statement.

THE INTERNATIONAL ENTERPRISE: A SELECTED BIBLIOGRAPHY TO MAY 1972.A. BOOKS AND DOCUMENTS

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Adler, F.M. See Hufbauer, G.C. and F.M. Adler.

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Aguilar, Francis J. Organization for Corporate Strategic Planning: Western Europe and the United States. (In Multinational Corporate Planning, Edited by George A. Steiner and Warren M. Cannon. New York, Macmillan, 1966. pages 47-59).

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- 2) The Multinational Company; the Significance of International Management, by Peter Parker.
- 3) The Multinational Company: the Policies and Practices of the Rio Tinto-Zinc Corporation Limited, by Roy W. Wright.
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